

# Booklets

Booklets are used by a lot of companies as a marketing tool in order to boost their sales and give customers information about a particular subject. This is an effective way of promoting a certain product or service, which can highly affect a consumer's buying decision.



## Booklet Definition & Meaning

A booklet is defined as a small or mini-book that consists of a few pages of paper, which is used by organizations to convey information that can be beneficial to their readers.

Booklets are one of the many ideal methods used to advertise, one where a handful of information can be provided given that this material can store a lot of data that a reader can go through.

## What Is a Booklet?

A booklet is more like a promotional material just like a brochure or pamphlet. Since a booklet consists of a number of pages, more details can be written down giving the reader a more in-depth explanation of a particular subject. In some cases, booklets can also provide an overview of a company's profile or an event's program for weddings, conferences, and graduations.

## 10 Types of Booklets

### Recipe Booklet

The best way to introduce and collect a few great recipes is through a [recipe booklet](#). Booklets of this kind are used by restaurants and chefs to share some of their menus as a part of their marketing campaigns. This handy-sized material is easy to carry around and can store a handful of information, which is ideal for recipes.

# THE COOK

A Recipe Booklet for Beginners



Isobelle Woods

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## Project Booklet

If a project is underway, a [project booklet](#) is presented as a form of introduction to investors, the project manager, and the entire team. This would give readers an overview of what the project is about, its benefits, and other relevant details. A booklet can also be used as a presentation of ideas and the goals it aims to achieve.

# OUR PROJECTS

**We Must Make the Change**

## Helping Single Moms

Get details about our  
current project this year.

## How the Project Will Go

Find out how we can make  
our project successful.



# Real Estate Booklet

In the competitive world of real estate, it is quite important that agencies find various means to advertise their properties. A [real estate](#) booklet provides clients a summary of the properties for sale and specific details such as their dimensions, location, and other essential materials that can help a client decide. A lot of great design ideas for this type of booklet should be able to feature interior and exterior photographs of the property.



N. Wilks, LLC

# Let Us Manage

We Do The Work For You

No More Stress  
Enjoy a job with no more stress.

Attentive Team  
We listen to you.

## Program Booklet

When attending a music concert, opera, theater performance, or an art display, a [program booklet](#) is usually distributed to its guests. A reader may find various information pertaining to the event they are in attendance. This would include perhaps a list of the compositions and their composers, the names of the stage actors, and an outline of the program.

Song Organization

**FEST  
ESCAPE**  
Concert Program Booklet

July 23, 2060 | 1:00 PM  
23 Hilltop Haven Drive, Jersey City, NJ

EMMARTON

## Product Booklet

A [product booklet](#) is a great way to introduce your products to the public. Interested customers could study the products and decide if they want to make a purchase. Unlike a catalog, booklets are used to explain the benefits and usage of a product.



Kidsheart

# KID'S TOYS COLLECTION

A Happy Childhood, Is a Great Childhood




**Quality Matters**  
Find durable toys in this collection

**Toys Help Develop Skills**  
Let your child develop skills while playing

TEMPLATES

## Photography Booklet

When enlisting a professional photographer, customers would want to go over their portfolio to help them decide. A [photography booklet](#) is a unique and creative way to highlight a photographer's work samples and other services that are offered. You can display this booklet in an office or distribute these at events.



Direwood Photography

# PORTRAIT PHOTOGRAPHY

All Portraits Matter

**Portrait Memories**  
We put value on  
your memories

**The Little Details**  
Even the small  
details count

© 2020 Direwood Photography



## Medical Booklet

A [medical booklet](#) is a great source of information especially for expecting mothers and patients who are about to undergo treatment. This booklet is designed to outline the services, guidelines, and expectations when staying in a medical facility or after patient care. Booklets of this kind are distributed to patients before their treatment to give them time to go over the document.



**Shea Medical Center**

# MEDICAL BOOKLET

A Guide for Patients

### **Every Patient Is Important**

Know that we care for you

### **Top-Notch Facilities**

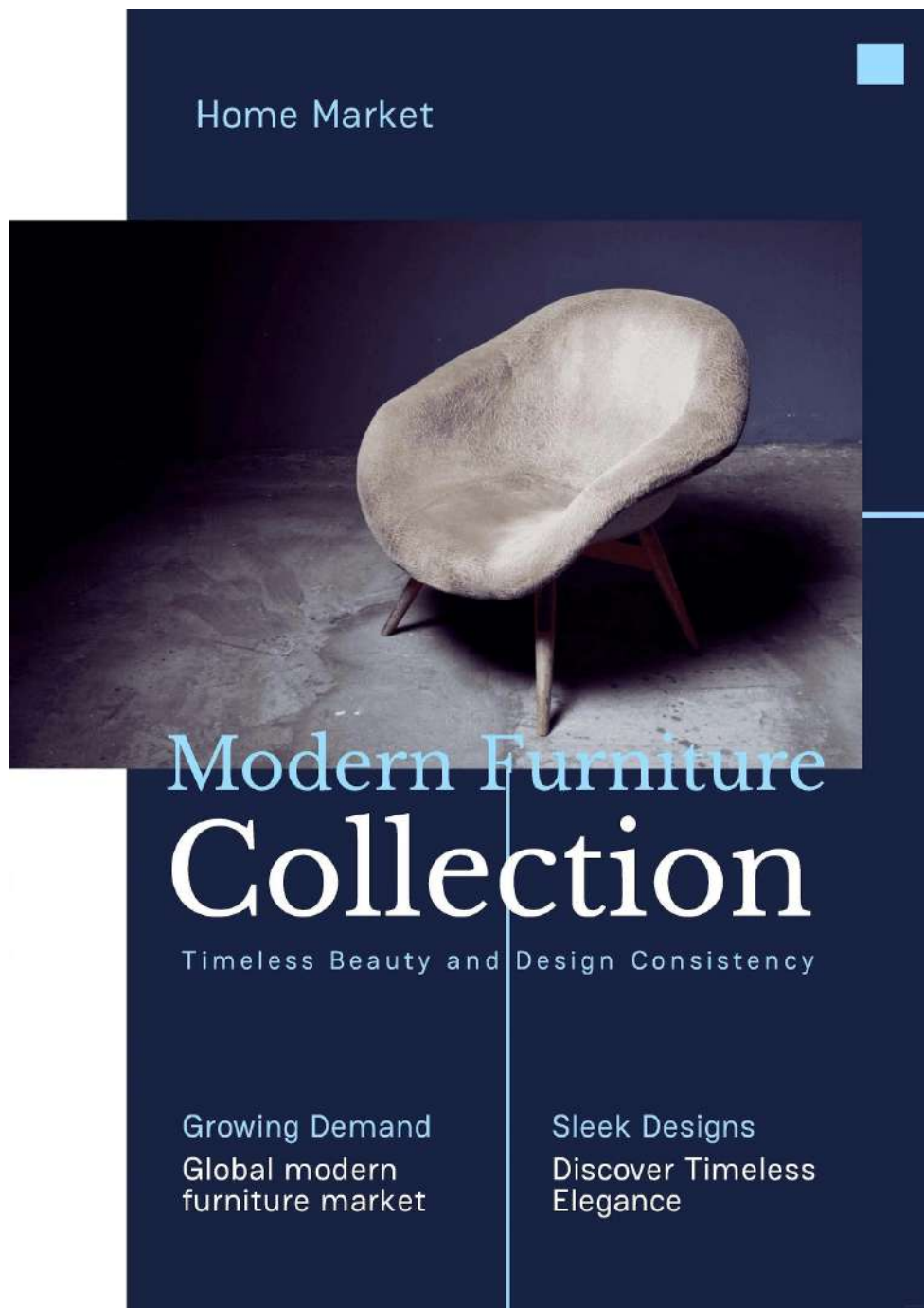
Your safety is means a lot



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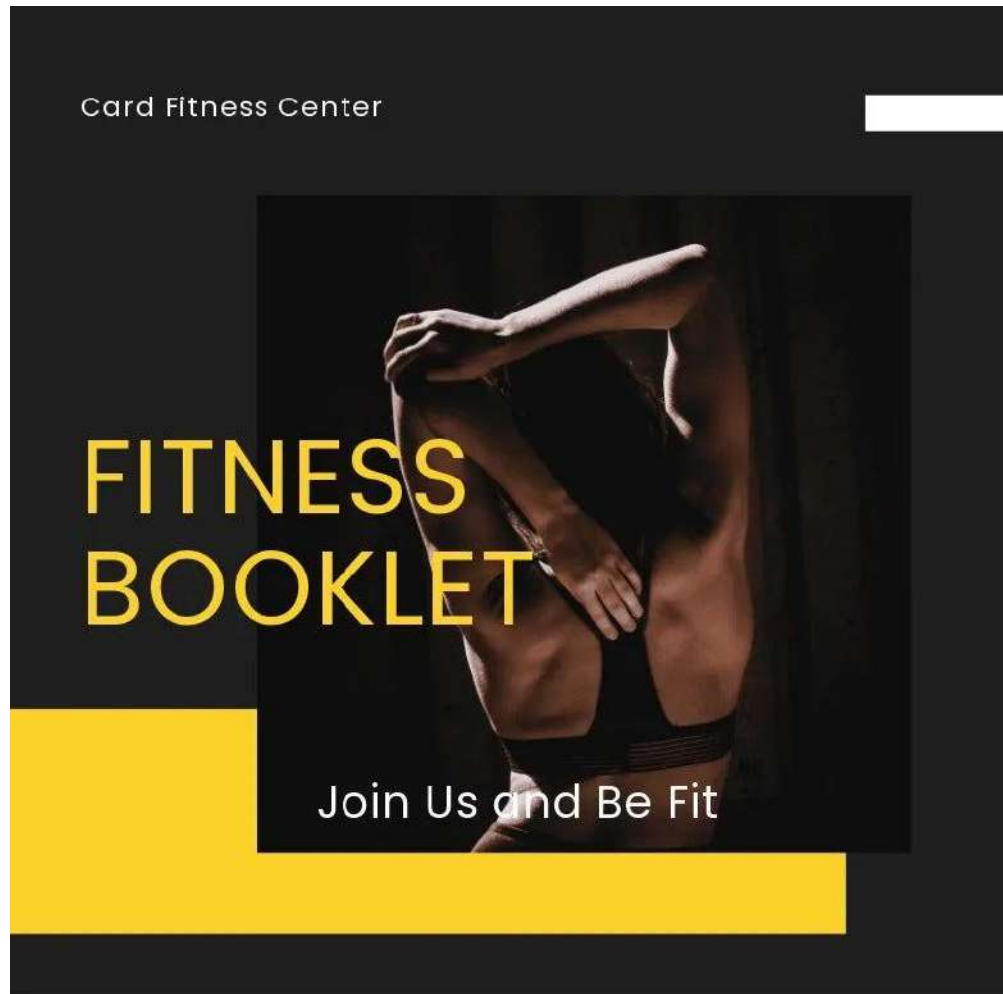
## Furniture Booklet

With a lot of products in-store, furniture companies would often compile their products through a catalog or a booklet. [Furniture booklets](#) are shared with clients or business partners who would want an overview of the company itself and the quality of the products that are sold. This is an effective method to advertise the furniture brand and what it has to offer.



## Fitness Booklet

Fitness booklets can help attract new members to join the gym or hire a fitness trainer. You can find these displayed in fitness centers or distributed at events. Details about the services offered and the benefits of a healthy body and lifestyle are best described in this booklet.



### **Join Us and Be Fit**

Delight in all  
extravagant  
amenities

### **Customer Service Is Not a Problem**

We understand  
our clients' needs

## Fashion Booklet

Need to promote the next fall-winter collection? Then get creative and design a [fashion booklet](#) for your customers. An overview of what clothes, shoes, and accessories to expect for the next season will get customers interested and excited to purchase the product.



### Great Designs

Cool designs for men

### The Perfect Deal

Affordable clothes for women



## **Booklet Uses, Purposes, Importance**

Overall, a booklet is designed to relay detailed information to its target audience. It is used for promotion or simply to give the reader an outline of a program. It is also a practical source for facts, news, and instructions because of the amount of information it can hold.

### **Cost-Effective**

Given the amount of information a booklet can hold, it is one of the most economical marketing tools. If you print out larger quantities, the printing company will be able to offer a discount, which will make the whole design and project even more affordable and appealing. Not to mention, booklets can also be sent via email or posted online which is usually free of charge.

### **Amount of Information Covered**

A booklet can hold a sizeable amount of information, which makes it more practical to use than a brochure or pamphlet. This is applicable, particularly in instruction manuals, to outline projects, and for company updates. To top that, it comes in different sizes and designs that can suit the occasion.

### **Marketing Tool**

As mentioned, booklets are used by a lot of companies to showcase the importance and benefits of the products and services they offer. This is a form of communication that is designed to address the needs of prospective clients. Should a company need a material that needs to cover a handful of information, then a booklet is a great alternative.

### **Easy Distribution**

Booklets like leaflets and brochures are quite easy to distribute. These could be shared through email, distributed at events, or displayed in stores and offices. This gives businesses an opportunity to reach a wider audience by supplying accurate information.

## **Source of Information**

One of the best things about booklets is that they offer a quick guide and reference for their readers. Because of the amount of information it can hold, companies that make use of booklets often share more than just brief summaries. Supplied with information, facts, and even graphic images, readers would find booklets quite essential that may address their concerns.

## **What's In a Booklet? Parts?**

### **Cover Page**

Just like a regular book, a booklet has its own cover page, but unlike books, most booklets have soft covers instead of hardbound given their pocket size and the number of pages it holds. A cover page is designed to inform the reader what the booklet is all about.

### **Name and Logo**

An organization's name and logo are also printed on the front cover of a booklet. This is one of the basic features to help readers determine where the booklet is from.

### **Title**

The title is written also in the first section of the booklet. The title should be direct to the point and easy to understand.

### **Table of Contents**

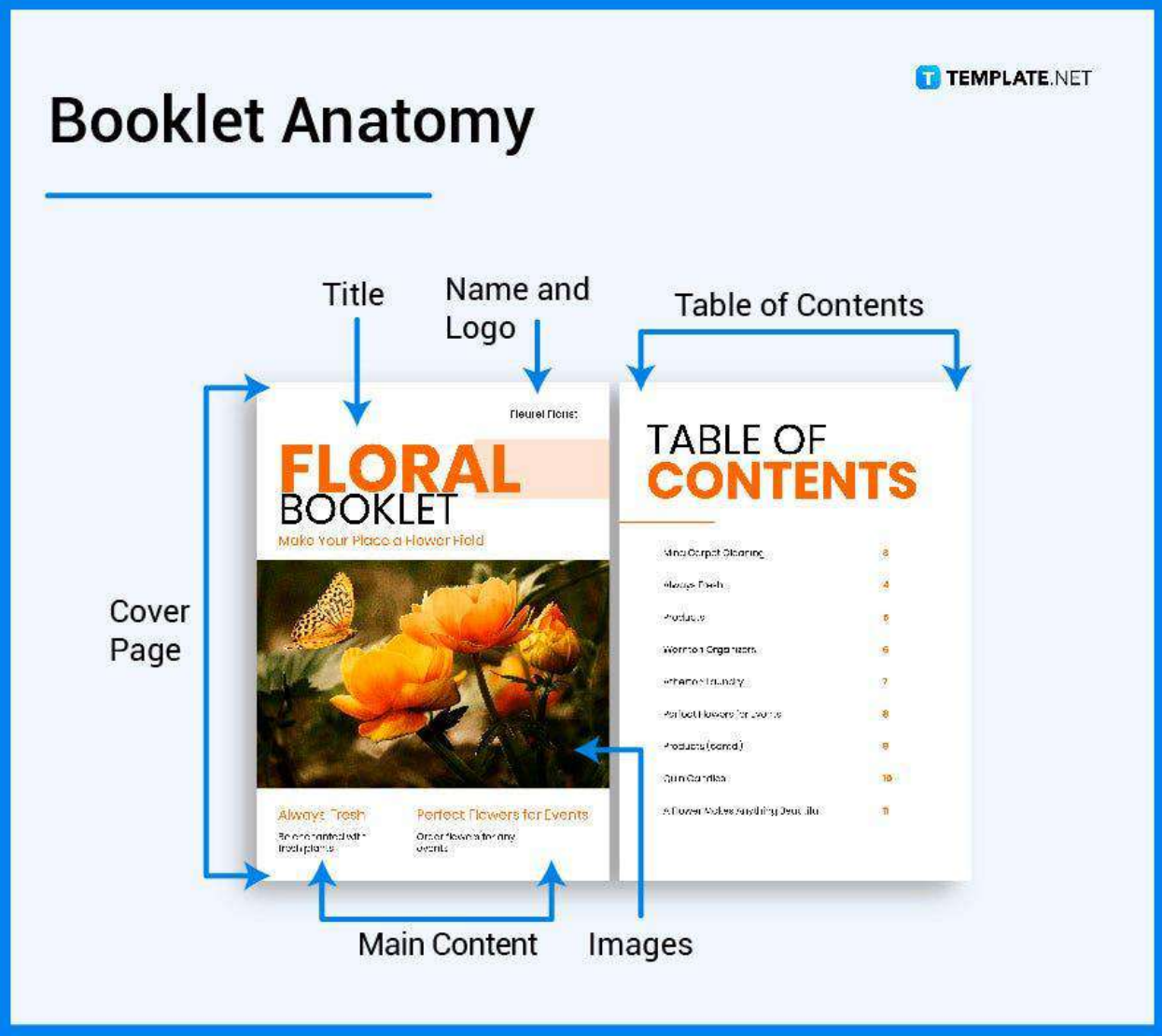
Since a booklet is considered a small or mini-book, it is optional to include a table of contents. This is only considered if the booklet includes a number of different topics or when used for a program.

### **Main Content**

The most important part of a booklet is its content. Normally located in the middle section, a booklet's content can cover up to 30 pages.

# Images

Most booklets are designed to have graphic images on the front portion or in between pages.



# How to Design a Booklet?

1. Choose a [booklet size](#).
2. Decide the purpose of the booklet.
3. Select a [booklet template](#).
4. Write down the content.
5. Add images and designs.
6. Finalize and download.

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## **Booklet vs. Pamphlet**

Booklets are bounded and contain a number of pages, 8 to 12 pages at minimum.

A pamphlet on the other hand can come as a single sheet of paper that is folded twice to create three panels on each side.

## **What's the Difference Between a Booklet, Magazine, and Catalog?**

In most cases, a booklet is used in marketing or as a means to impart knowledge, facts, and news to its target readers.

Magazines are popularly used in the fashion and entertainment industry to highlight the latest trends and gossip, but they can also be applied as a means to broadcast updates and information through articles and case studies, as well as company newsletters.

A catalog is geared to sell products where a list of items including photos and details is all written down.

## Booklet Sizes

To select the best size for your booklet, you need to determine the purpose and its contents. Here are the standard [booklet sizes](#) to choose from.

Types of Booklets	Size (in)
Portrait Orientation:	8.5" x 11" or 5.5" x 8.5"
Landscape Orientation:	9" x 6" or 8.5" x 5.5"
Square Orientation:	8" x 8" or 6" x 6"
Larger booklets:	12" x 12"

## Booklet Ideas and Examples

A booklet can be simple, handmade, or designed by a professional and it comes in a variety of colors and layouts which should be able to cater to a specific concept. To get you inspired, check out the following for more [booklet ideas](#).

- [Graduation Booklet Ideas and Examples](#)
- [Program Booklet Ideas and Examples](#)
- [Booklet Ideas and Examples for Fashion](#)
- [Ideas for Funeral Booklet with Examples](#)
- [Booklet Ideas and Examples Fitness](#)
- [Project Booklet Making Ideas and Examples](#)
- [Cosmetic Booklet Ideas and Examples](#)
- [Recipe Booklet Design Ideas and Examples](#)
- [Real Estate Booklet Ideas and Examples](#)
- [Booklet Ideas and Examples for Corporate](#)

## **FAQs**

### **How do you create your own booklet?**

To create your own booklet, start with a blank canvass or create a mockup, then determine the size and the binding layout you wish to use, then select a template presentation, write down the content, and print.

### **What should be included in a booklet?**

A booklet should include a creative front cover page, the title, and more importantly its content.

### **How do I make a booklet using Word?**

Open Microsoft Word, write down the content and choose images from clipart, go to layout and select the page setup icon, click on the margins tab, and change the setting for multiple pages to book fold; after which, select and increase the value of gutter to reserve space on the inside fold for binding, then select the paper size to be used when printing.

### **What is a paper booklet?**

A paper booklet is a usual design of a regular booklet that is made out of paper and to bind the paper together; you can use saddle stitching, staple wires, or spiral binding.

### **What is an A5 booklet?**

An A5 booklet is a specific size of a booklet that measures 148 × 210 mm and is slightly smaller than A4 booklets.

### **How do I make a booklet for a project?**

Creating a booklet for a project is the same as creating any kind of booklet; the only difference lies in the format, content, and images used for the project.

## **What makes a booklet a booklet?**

A booklet is called that way because its size is likened to a pocket-sized book and basically has the same format, and in fact, it does not fall short of being an actual book because it only contains a few pages, unlike regular books.

## **How many pages should your booklet have?**

A booklet should have a minimum of 8 pages and a maximum of 30 pages.

## **How to prepare your booklet For printing?**

Once you have completed writing and designing your booklet, the next step is to print so choose the paper color and make all the necessary adjustments to the size, layout, and margins.

## **Why booklet printing is important for marketing?**

A booklet is important for marketing since this gives businesses an opportunity to explain the services and products they offer that can help customers in their decision-making.